

## Case Study

Merchandise Financial Planning,  
Forecasting, Replenishment

# L.L.Bean®

# L.L.Bean Improves Customer Service and Inventory Productivity

## Results

- Gained more accurate read on market
- Automated and integrated processes
- Increased inventory productivity
- Improved customer service levels

## Real progress

“Technology and automation have really helped us to make our business more scalable, so that we have been able to go from a single store in Freeport, Maine back in 1912 to the \$1.6 billion company that we are today. I think even more importantly it’s allowed us to automate our processes so that we can really focus on our customer, which is what we do best.”

– **Process Lead, L.L.Bean**

## Challenges

- Founded by Leon Leonwood Bean, L.L.Bean is an American apparel and outdoor retailer. The company employs some 5,000 people year-round, with that number increasing to about 10,000 during its peak sales season.
- As L.L.Bean’s business has expanded, they’ve realized that one of their major challenges has been to get a read on the market so that it could invest inventory in the right products in the coming year.
- “Speed of delivery is very important to us at L.L.Bean. We are known for our customer service, so it’s very important that we get our products to our customers in a timely manner,” said Process Lead, L.L.Bean.

## Expansive solutions

With L.L.Bean implementing Blue Yonder’s merchandise financial planning, forecasting and replenishment capabilities, they can now more accurately predict sales, buy products from their vendors and allocate those products to the appropriate stores.





While leveraging these capabilities, L.L.Bean is actively exploring other solutions to maximize the value of the integrated Blue Yonder ecosystem.

“We ultimately chose them because we really felt that they could deliver on our critical business requirements,” explains Process Lead, L.L.Bean.

### Strategic partnership

L.L.Bean’s success goes beyond the implementation of technology. Throughout the design phase, Blue Yonder consultants were not only advising the team about their current situation, we worked with L.L.Bean to consider future objectives and goals and how their next implementation can fit in with the solution that is being currently designed.

“We have a very strategic partnership, and as we’re working on solutions, we’re not just thinking about one year ahead or two years ahead. We’re really thinking about the longer term,” reports Process Lead, L.L.Bean.

### Why Blue Yonder:

“Blue Yonder is very important to our business at L.L.Bean. We actually refer to Blue Yonder as one of our pillars in our new simplified system architecture. Blue Yonder is really a foundation on which we’ve built more integrated processes. It’s allowed us to really better serve our customer so that we can fulfill our simple but noble belief that a life spent outdoors is more complete.” - **Process Lead, L.L.Bean**

 Luminate Retail

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